

Choosing the Corporate look. Branding yourself. Marketing your Image.

The look of your brand involves your basic packaging – your appearance and personal style. Your physical characteristics – height, build weight and colouring – plus your age and sex are the basics. The over all look results from what you do with your characteristics in creating your personal style, which, ideally projects your brand values.

You know how quickly you judge others and appreciate that you are subjected to the same sizing-up every time you meet someone. We make profound judgements in seconds about someone's age, background, how successful they are etc. Like it or not, 93% of how we come across initially has nothing to do with substance.

Taking all of the above into consideration, the subjects we will cover on our evening will be.

Corporate image v personal image.

Achieving balance and harmony in business dress

Proportional dressing and colour combinations

Suit and dress fabrics

Corporate into evening wear

Smart/casual dressing

Accessories (shoes, jewellery, belts, watches etc.)

Make-up in business.

Please bring a note book and long scarf.

Kathryn Byrne

Corporate Personal Image Development Consultant

Kathryn has worked in the field of image development for the past 20 years. Having worked and studied in London, Paris, Milan and Budapest she draws upon her experience as a dress designer, colour/style consultant and the study of corporate image. Kathryn works with both male and female clients, on all levels of the corporate ladder, facilitating in the development of their professional image.